



# WASHOE COUNTY

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## STAFF REPORT

BOARD MEETING DATE: July 26, 2016

**DATE:** July 7, 2016  
**TO:** Board of County Commissioners  
**FROM:** Amber Howell, Director, Department of Social Services  
[ahowell@washoecounty.us](mailto:ahowell@washoecounty.us) 775.785.8600  
**THROUGH:** Kevin Schiller, Assistant County Manager  
**SUBJECT:** Approve a one-time payment and authorize the Purchasing and Contracts Manager to generate a Purchase Order in the amount of [\$137,000] in FY17 to support an Adoption Awareness campaign in collaboration with Wolf Pack Sports Properties, LLC., to be funded by Federal and State grants. (All Commission Districts).

### SUMMARY

The Department is requesting authorization to have the Purchasing and Contracts Manager generate a Purchase Order in the amount of [\$137,000] for a one-time payment to Wolf Pack Sports Properties, LLC., to support an Adoption Awareness campaign. Grant funding sources for this program will come from the Federal Adoption Incentive grant award and the State Foster Care Recruitment fund.

**Strategic Objective supported by this item:** Safe, Secure & Healthy Communities

### PREVIOUS ACTION

On January 12<sup>th</sup>, 2016 the Board of County Commissioners accepted a Sub-grant award from the State of Nevada Division of Child and Family Services (DCFS) in the amount of \$175,500.00 (no County match required) to assist the Department of Social Services with the Adoption Incentive program.

On October 13, 2015, the Board of County Commissioners accepted a Sub-grant Award from the State of Nevada Division of Child and Family Services in the amount of \$99,500.00 (no County match required) to support an adoption awareness campaign.

### BACKGROUND

Federal Adoption Incentive Grant Funds are passed through the State of Nevada Division of Child and Family Services (DCFS) to support child welfare efforts in the area of foster care, adoption recruitment, and training. These funds may be utilized for services to children and families awaiting adoption, post adoption services, and specialized

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recruitment and training for the adoption program. Washoe County Department of Social Services has routinely utilized these funds to assist with travel and transition costs for adoptive placement, post placement supervision in other states, foster and adoptive recruitment and finalization activities, staff professional development, and assistance with non-Medicaid covered medical expenses.

In November 2003, the Department of Social Services held the first local Adoption Day celebration in conjunction with National Adoption Day. In November 2004, the Department expanded the celebration to include a reception for adoptive families. The success of Adoption Day has grown with each event becoming more popular than the previous celebration. Washoe County Social Services has successfully launched an annual media campaign to highlight adoption and the need for adoptive homes in our community through the Adoption Incentive grant.

### **FISCAL IMPACT**

Funds for this contract are budgeted in Internal Order #11189 (50% of costs) and Cost Center 280960 (50% of costs).

### **RECOMMENDATION**

Approve a one-time payment and authorize the Purchasing and Contracts Manager to generate a Purchase Order in the amount of [\$137,000] in FY17 to support an Adoption Awareness campaign in collaboration with Wolf Pack Sports Properties, LLC., to be funded by Federal and State grants.

### **POSSIBLE MOTION**

Should the Board agree with staff's recommendation, a possible motion would be: "move to approve a one-time payment and authorize the Purchasing and Contracts Manager to generate a Purchase Order in the amount of [\$137,000] in FY17 to support an Adoption Awareness campaign in collaboration with Wolf Pack Sports Properties, LLC., to be funded by Federal and State grants".



## 2016-17 WCSS "HAVE A HEART" CAMPAIGN SPONSORSHIP

### Radio

- Two (2) 30-second commercials and one billboard credit in 123 game broadcasts
- One (1) 30-second commercial and one billboard credit in 28 coaches' show broadcasts

### Signage

- One (1) 5' x 15' football end zone sign
- One (1) 18' x 24' football super sign
- Five (5) minutes of time per football game on two (2) 3' x 85' digital LED ad panels
- Two (2) minutes of time per men's and women's basketball game on 3' x 40' LED ad panel

### Print

- One (1) 4-color full-page ad in the football and basketball game program

### Internet

- 500,000 guaranteed ad impressions on NevadaWolfPack.com

### Game Sponsorships

- One (1) football game sponsorship including two (2) end zone signs, logo on game program, in-game announcements, radio halftime interview, on-field recognition for a family, and 150 tickets and pre-game tailgate for foster families
- One (1) men's basketball game sponsorship including LED signage, logo on game program, in-game announcements, on-court recognition for a family, and 50 tickets for foster families
- One (1) women's basketball game sponsorship including LED signage, logo on game program, in-game announcements, on-court recognition for a family, and 50 tickets for foster families
- One (1) volleyball game sponsorship including temporary signage, logo on roster cards, in-game announcements, on-court recognition for a family, and 50 tickets for foster families
- One (1) baseball series sponsorship including temporary signage, logo on roster card, in-game announcements, on-field recognition for a family, and 100 tickets and pre-game tailgate for foster families

### Season Tickets

- Four (4) reserved season tickets
- Four (4) reserved season tickets
- Four (4) women's basketball season tickets
- Four (4) baseball season tickets

### Creative Development

- KNPB-TV buy and placement
- Placement of PSA spots to run on channels 2, 4, 8, & 11
- Digital media banner placement
- Additional TV buys

- Creative development for concept creation, campaign implementation, media buying, website landing page development, and project management

Investment

- \$137,000